

# BATTLE OF THE NEIGHBORHOODS

Toronto vs. New York City

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# PROBLEM STATEMENT



Understand the similarities and differences of neighborhoods between Scarborough borough in Toronto and Queens borough in New York City



Select the best neighborhood for a Fortune 500 company to move its headquarters based on venues

# OBJECTIVE

1

- Collect the neighborhoods top venues using Foursquare

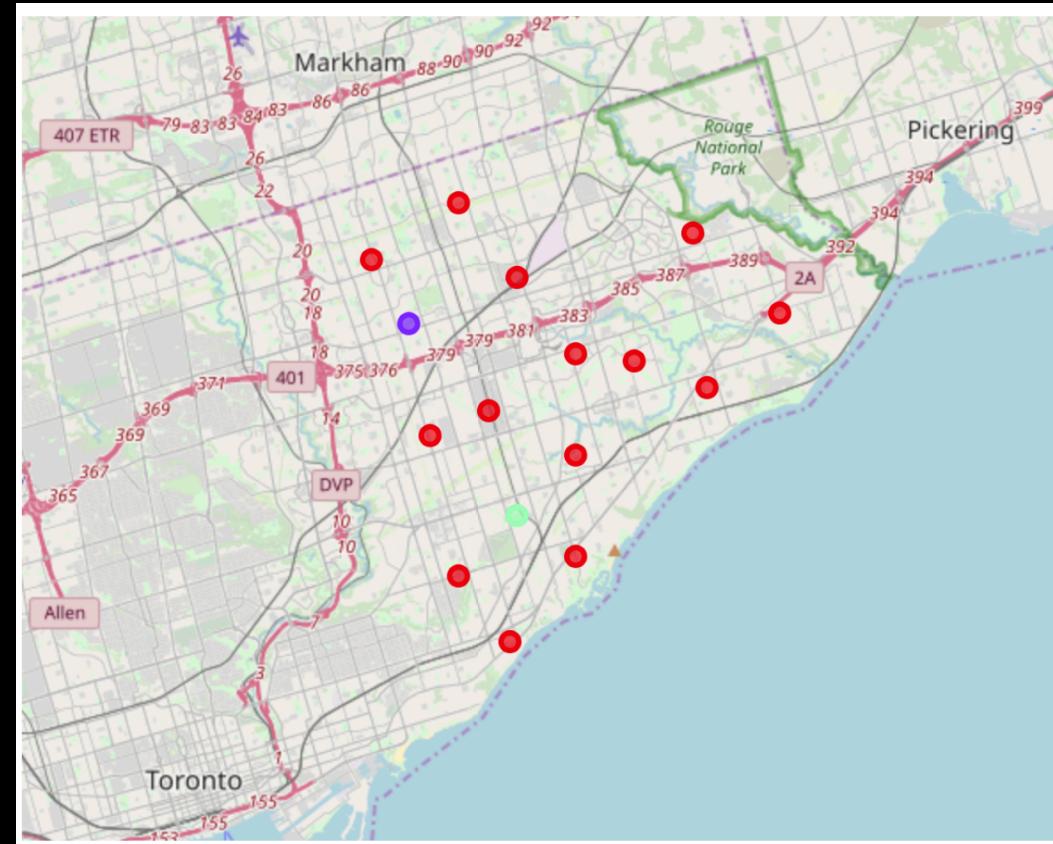
2

- Form neighborhood based on venue categories using unsupervised k-means clustering algorithm

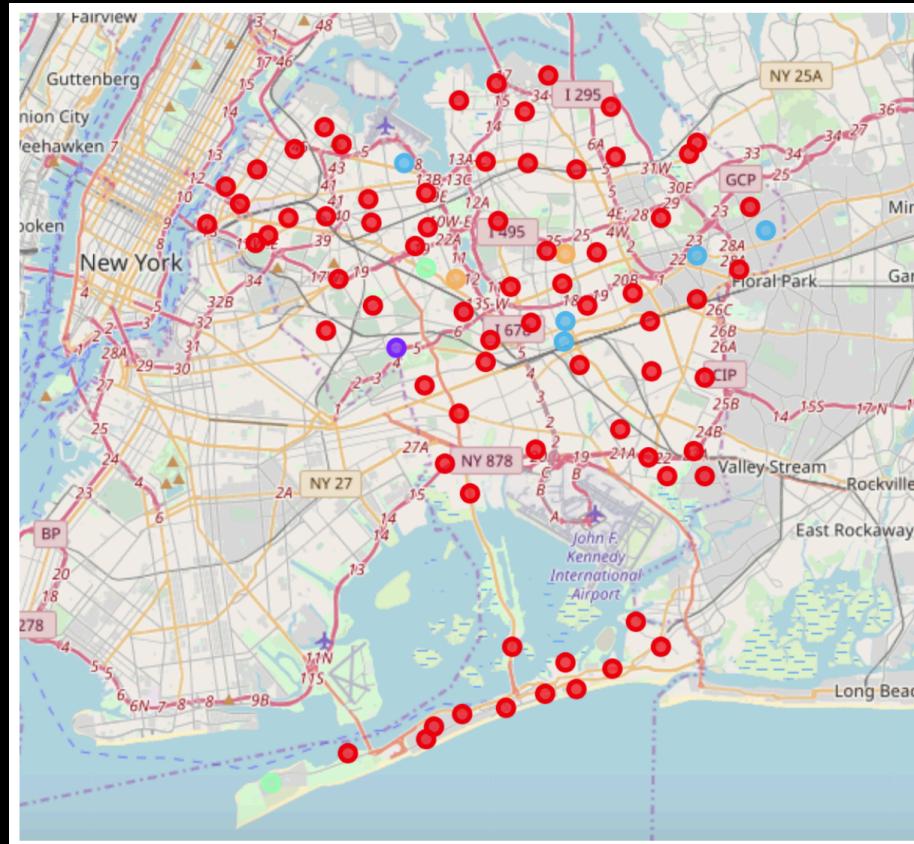
3

- Identify and understand the similarities and differences between Scarborough and Queens neighborhoods to obtain insights into the neighborhoods

# MAP OF SCARBOROUGH IN TORONTO



# MAP OF QUEENS IN NEW YORK CITY



# COMPARISON BETWEEN NEIGHBORHOODS

Scarborough has 79 distinct venues in 52 categories

The most common venues in Scarborough are coffee shops, international restaurants, and skating rinks

Queens has 1760 distinct venues in 269 categories

The most common venue in Queens are bodegas, bakeries, coffee shops, and parks

# CONCLUSION

- Based on the quantity of venues and variety of venues, Queens is a better choice than Scarborough to relocate the headquarters of the Fortune 500 company.
- Queens offer a greater amount of gyms, grocery stores, restaurants for individual and families of the employees.